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Cold start problem in systems with recommendation algorithms

***Project name:*** Cold start problem in systems with recommendation algorithms

***Project problem:*** Analyze the difficulties encountered in making recommendations to new users of recommender systems due to lack of user data

**Abstract**

In the modern era of Internet development, a significant number of Internet services using recommendation systems have appeared. These recommendation systems have many positive aspects, but at the same time there is also their main disadvantage - the problem of cold start. This problem is related to recommendations for new users or new products. In case of new users, the system does not have information about their preferences in order to make recommendations.

In my research project, I will explore different methods and ways to match new users with initial content that will minimize the cold start effect.

By the conclusion of my project, I will propose the best possible solution to the problem that will allow new users of recommendation systems to receive personalized content

**Resources:**

1. EPL (Europhysics Letters), 92 (2) (2010), p. 28002
2. IEEE Transactions on Emerging Topics in Computing, 2 (2) (2014), pp. 239-250